

WEB PAGE LINK-TRACKING SYSTEM**ABSTRACT OF THE DISCLOSURE**

A link-tracking server receives a request for a Web page or an image and stores link-
5 tracking information in one or more link-tracking files to create a record of link-tracking
information. The link tracking files may later be accessed by a link-tracking subscriber, such
as by logging onto the link-tracking server. A content provider embeds link-tracking code in
each Web page where link-tracking information is desired to be captured. Such Web pages
embedded with such link-tracking code are then stored in a content provider server, which
10 then serves such tracking-enabled Web pages to users on the network. When a user requests
a tracking-enabled page, the link-tracking code sends one or more requests to a link-tracking
server to record link-tracking information.